

ORDER



Orders
Order / Rev: 703807 - 2
Alt Order #: 06259052
Product Desc: OBAMA FOR AMERICA
Estimate: 1537
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 08/01/12 / 10/03/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	35	\$11,320.00	\$9,622.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$11,320.00	\$9,622.00	0.00
Totals	35	\$11,320.00	\$9,622.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	8%	\$11,320.00
Market	100%	\$141,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	16%	\$22,640.00
WCWJ	0%	\$0.00
WJXT	24%	\$33,960.00
WTEV	24%	\$33,960.00
WTLV	28%	\$39,620.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	10/09/12	10/15/12	America This Morning	CM	430-5a	MTWT--	:30	2	\$20.00	P-3	0.00	NM	2	\$40.00
				America This Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWT--		2				\$20.00		0.00			
2	WJXX	10/09/12	10/15/12	GMJ Sunrise	CM	5-6a	MTWTF--	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
				M-F 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		1				\$60.00		0.00			
3	WJXX	10/09/12	10/15/12	GMJ	CM	M-F 6a-7a	MTWTF--	:30	2	\$90.00	P-3	0.00	NM	2	\$180.00
				M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2				\$90.00		0.00			

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	10/09/12	10/15/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MTWTF--	:30	4	\$110.00	P-3	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		4			\$110.00			0.00			
5	WJXX	10/09/12	10/14/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1			\$150.00			0.00			
6	WJXX	10/09/12	10/14/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1			\$150.00			0.00			
7	WJXX	10/09/12	10/15/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MTWTF--	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		1			\$225.00			0.00			
8	WJXX	10/09/12	10/15/12	M-F 12P-1P M-F 12P-1P	CM	M-F 12-1P (12:00 PM-12:30 PM)	MTWTF--	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2			\$60.00			0.00			
9	WJXX	10/09/12	10/15/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	MTWTF--	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		1			\$80.00			0.00			
10	WJXX	10/09/12	10/15/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		1			\$110.00			0.00			
11	WJXX	10/09/12	10/15/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	MTWTF--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2			\$130.00			0.00			
13	WJXX	10/09/12	10/15/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	MTWTF--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2			\$275.00			0.00			
14	WJXX	10/09/12	10/15/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	MTWTF--	:30	2	\$360.00	P-3	0.00	NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2			\$360.00			0.00			
15	WJXX	10/09/12	10/15/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	MTWTFSS	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTFSS		3			\$225.00			0.00			
16	WJXX	10/09/12	10/15/12	Nightline Nightline	CM	M-F 11:35p-12:05a	MTWTF--	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		2			\$200.00			0.00			
17	WJXX	10/09/12	10/14/12	Sports Final 11:30p-12a	CM	1130p-12a	-----S	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1			\$75.00			0.00			
18	WJXX	10/09/12	10/14/12	Tue Prime A DWTS RESULTS	CM	8-9p	-T-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1			\$2,000.00			0.00			
19	WJXX	10/09/12	10/14/12	Wed Prime C NASHVILLE	CM	10-11p	--W----	:30	1	\$1,550.00	P-1	0.00	NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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19	WJXX	10/09/12	10/14/12	Wed Prime C NASHVILLE	CM	10-11p	--W----	:30	1	\$1,550.00	P-1	0.00 NM	1	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1			\$1,550.00		0.00			
21	WJXX	10/09/12	10/14/12	Sun Prime C REVENGE	CM	9-10p	-----S	:30	1	\$1,050.00	P-3	0.00 NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$1,050.00		0.00			
22	WJXX	10/09/12	10/14/12	Prime College Football 758p-1130p	CM	758p-1130p	-----S-	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$800.00		0.00			
23	WJXX	10/09/12	10/14/12	Fri Prime B What Would You Do?	CM	Fri 9p-10p	----F--	:30	1	\$1,485.00	P-1	0.00 NM	1	\$1,485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1			\$1,485.00		0.00			
24	WJXX	10/14/12	10/14/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:30	1	\$150.00	P-3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$150.00		0.00			
25	WJXX	10/14/12	10/14/12	First Coast News On Point First Coast News On Point	CM	First Coast News (-----S	:30	1	\$50.00	P-3	0.00 NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$50.00		0.00			
Totals													35	\$11,320.00